

**Remarks**

The Applicants note the restriction of the application into Group I including Claims 1-8 and 11-12, and Group II including Claims 9 and 10. Applicants hereby elect Group I, with traverse.

The Applicants respectfully request reconsideration of the restriction. The applicants note the link between Groups I and II considering the display of first animated images and the use of elemental advertisement components to display another image based on a graphical materialization (or representation) of those components. The process of Claim 1, for example, specifies various components to construct an “image grouping together...” in addition to an animated image while Claim 9, for example, specifies the means for displaying a first animated image and the interface to graphically materialize the components. In any event, the Applicants reiterate the election of Group I.

The Applicants have added new Claim 13. It combines the subject matter of Claims 1 and 9 and the Applicants therefore respectfully request that it be entered into the official file and at least considered together with Group I as it contains every single word contained within Claim 1.

In light of the foregoing, the Applicants respectfully request examination of all of the claims, but in any event, at least the claims in Group I (including new Claim 13).

Respectfully submitted,



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